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c/m: 12-24-97

1622-DM
RM (2)


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December 20, 1997

To: ROU's 1110,1210,1310,1610,1710,1810,2910,6710. Please distribute to DM's,RM's,SR's,RR's
and Account Managers with Sun Company Responsibility
Cain ID# 0362-01,02,03,04 - 00

Subject: Winston "No Bull" 5 Sweepstakes Authorized Pieces for all Sun Company Locations

- ◊ Winson Change Mat
- ◊ Winston Ballot Box

Below listed items will be drop shipped to all locations as follows:

- | | | | |
|---|---------------|------------------|---|
| ◊ Ballot Box | | Week of 12/19/97 | Place on self service selling counter |
| ◊ Change Mat | Item # 537323 | Week of 1/5/98 | Place at #1 check out area |
| ◊ The Winston Easel Card is also authorized, however this piece should be placed using SalesRep/ Retail Rep In-House supplies | | | |
| ◊ Easel Card | Item # 537644 | | Place behind counter or in coffee island area |

Above items are the only authorized pieces for this program. Please ensure during normal coverage, above pieces are placed to support this important Program.

Many Thanks

Joe

1626-DM 25
RM 26
1 27
2 29
3 30
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1638-DM
RM
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51845 9316